The LIBRARY *of* CONGRESS

Information Bulletin

Vol. 61, No. 6 June 2002

American Beauties

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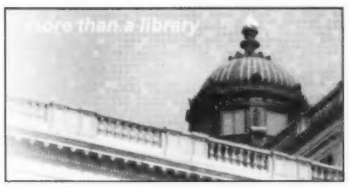
JAMES H. BILLINGTON
Librarian of Congress



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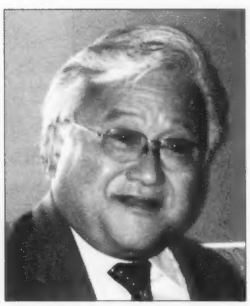

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Swann Gallery Exhibition Features "American Beauties"

By MARTHA KENNEDY

"American Beauties: Drawings from the Golden Age of American Illustration," an exhibition of original drawings that features idealized types of feminine American beauty, is on view from June 27 to Sept. 28 in the Swann Gallery of the Library's Thomas Jefferson Building. The drawings were created by artists such as Coles Phillips, Charles Dana Gibson, Nell Brinkley, Wladyslaw Benda, John Held Jr., James Montgomery Flagg, E. Simms Campbell, Peter Arno, Jano Fabry and Harry Beckhoff.

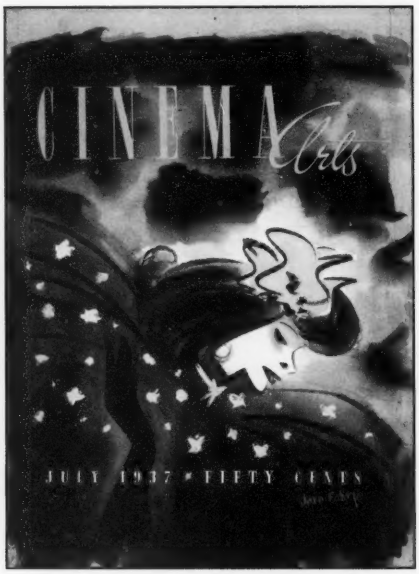
Charles Dana Gibson,
"The Sweetest Story Ever Told,"
ca. 1910

Arresting and gorgeous icons of feminine beauty from America's "golden age of illustration" (1880-1920s) dazzled viewers with an intensity, vividness and variety which captivate audiences today. The creation in the 1890s of the "Gibson Girl" by Charles Dana Gibson (1867-1944) began a decades-long fascination with idealized types of feminine beauty in America. Other gifted illustrators of the era such as Coles Phillips (1880-1927), Wladyslaw Benda (1873-1948), Nell Brinkley (1886-1944) and John Held Jr. (1888-1958) fashioned diverse portrayals of idealized American womanhood which mirrored changing standards of physical beauty. More profoundly, however, these popular images highlighted transformations in women's roles in the late 19th and early 20th centuries. During what historians call the era of the "New Woman," increasing numbers of women sought higher education and pursued romance, marriage, leisure activities and a sense of individuality with greater independence.

With support from the Swann Memorial Fund, this exhibition highlights 17 original drawings selected from outstanding recent acquisitions; they are supplemented with premier examples of graphic art from the Library's Cabinet of American Illustration and the Swann Collection of Caricature and Cartoon, and two rare, bound illustrated volumes.

Charles Dana Gibson invented the Gibson Girl in the 1890s. She first appeared in Life magazine and rapidly set a standard for feminine beauty that endured for two decades. Gibson drew his tall, narrow-waisted ideal in black and white, portraying her as a multifaceted type, always at ease and fashionable. He depicted her as an equal, sometimes teasing, companion to man and highlighted her interests or talents such as violin-playing in "The Sweetest Story Ever Told," ca. 1910. Gibson's influence on fellow artists can be seen in the stately beauty of "A Quick Change," ca. 1901, by Charlotte Harding (1873-1951). Others created rival icons. Coles Phillips, for example, developed his "Fade-away Girl" through innovative use of negative space—his full-figured beauties blend into backgrounds of colorful, tightly composed designs that graced the covers of Life and Good Housekeeping in the early 1900s. Typically involved in domestic tasks or appraising suitors' gifts as in "Know All Men by These Presents," 1910, the "Phillips Girl" projected a warm allure that differed from the Gibson Girl's winsome reserve. Neither idealized image seriously challenged the patriarchal tradition of separate spheres—public and professional for men, private and domestic for women.

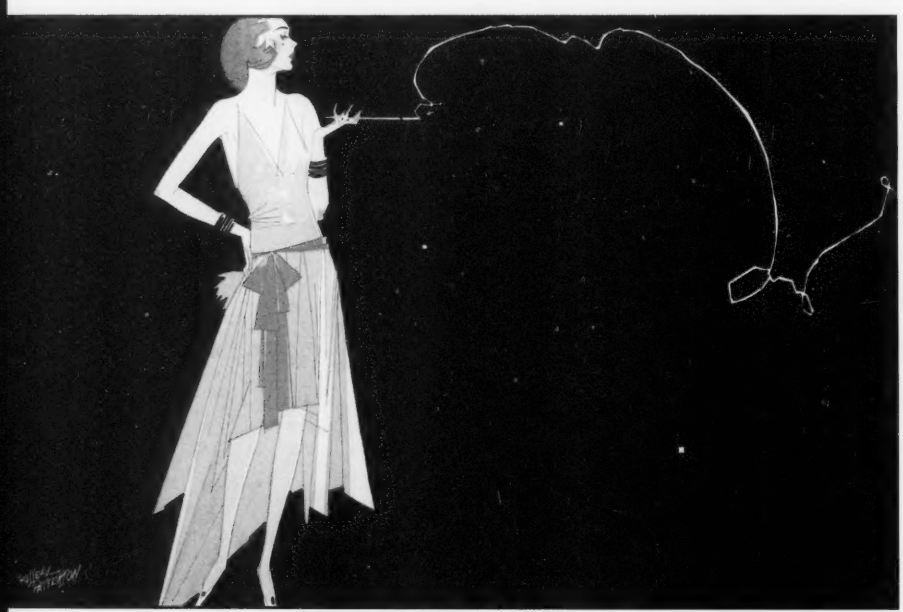
The influence of Gibson's and Phillips' romantic ideals waned markedly as the American public and artistic communities were introduced to modern European and American art at the time of the Armory Show of 1913 in New York City. American society also became increasingly urban as cities burgeoned in size. Modernist styles and urbanism influenced younger artists such as Ethel Plummer (1888-1936) and Rita Senger (active 1915-1930s) as they drew new types of beauties. Plummer drew her young women as slim silhouettes, clad in tighter, form-fitting clothing. Shown in an urban setting, they convey a consciousness of themselves as fashionable beings in their attitudes and communicate a poise and confidence that became hallmarks of the modern woman. Rita Senger's lithe beauty dancing on a shore (ca. 1916) embodied a freedom based on insistent individuality. Compared with their predecessors, Plummer's and Senger's figures move freely in more public, open spaces. Both artists also depicted their slender beauties as stylish, flattened figures, defined by sophisticated use of line, color and pattern in drawings that are contemporary with the introduction of modernist styles. Their work possesses a bold, modern simplicity that was prized by Vanity Fair and Vogue. Images from magazines' covers, short story illustrations and advertisements exerted widespread influence, for readers looked not only for entertainment and enlightenment from these visual sources, but also regarded them as examples to be admired and imitated.



Jaro Fabry, "Katherine Hepburn," ca. 1937

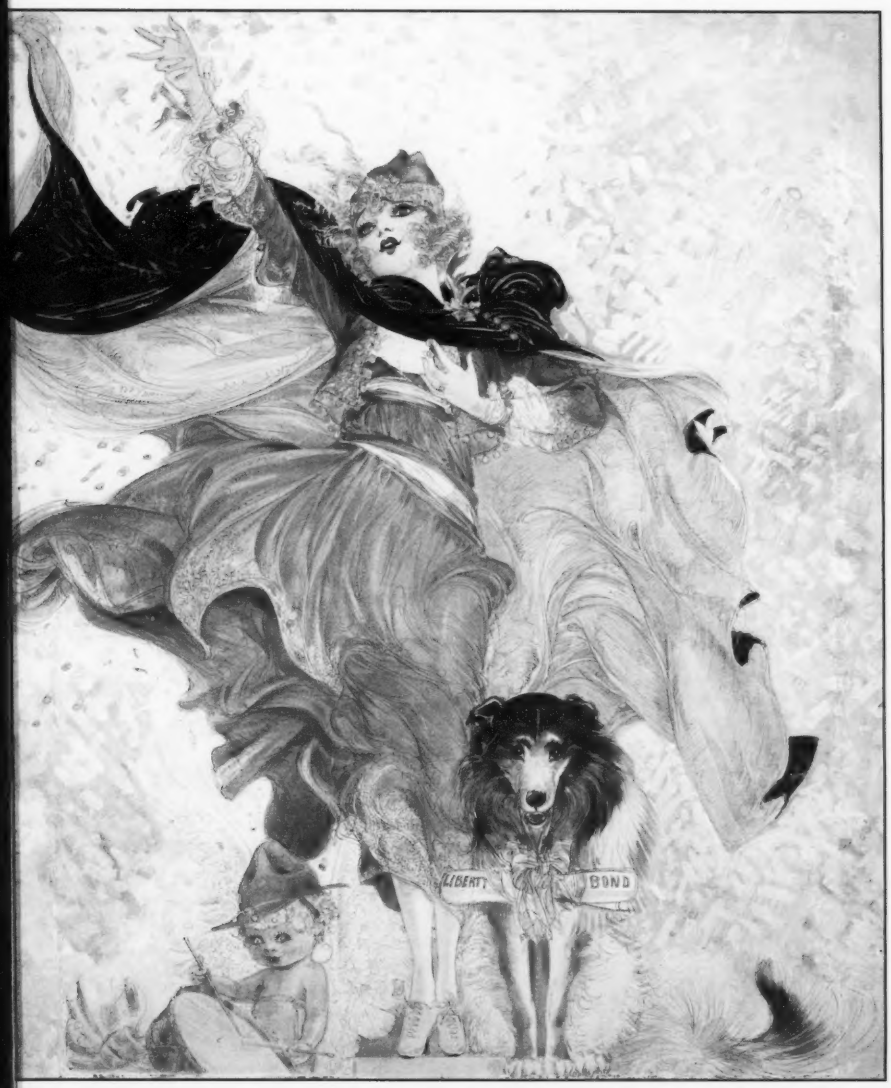
During the World War I era, "new women" sought equality and opportunity through more active roles in the public realm. Nell Brinkley stood out during this period as a female pioneer in the field of illustration—a woman artist who created the "Brinkley Girl," a highly popular icon. She drew active idealistic young women in illustrations for newspaper feature stories that she wrote. "Golden Eyes," a World War I heroine who promoted the sale of Liberty Bonds and supported overseas war efforts, emerges as one of Brinkley's most memorable creations. In her fine-lined Art Nouveau manner, Brinkley portrayed her heroine as a dynamic, windblown symbol of women's active patriotism.

John Held Jr.'s creation, the flirtatious, flippant flapper, exemplified a revolutionary type of beauty. He delineated her as a stylish, carefree, boyishly slender figure, capturing her assertive, pleasure-seeking nature in a lively, refined style. Held's flapper pervaded popular culture, appearing in Life, Judge, Liberty, College Humor, The New Yorker, and Harper's Bazaar. The flapper's dynamic open outline departed radically from Gibson's calm, long-haired ideal. Demure in dress and manner, the Gibson Girl originated from the more structured, socially choreographed milieu of the Gilded Age of the 1890s. In comparison, the Jazz Age icon, with her scanty clothing, short hair, and forward ways, appeared brazen. She interacted directly and boldly with men, whether dancing or joining them in sports, sometimes with humorous, witty effect as seen in "The Girl Who Gave Him the Cold Shoulder," ca. 1925.



Russell Patterson, "Where There's Smoke There's Fire," 1920s

Wladyslaw Benda, Georges Lepape (1887-1971), and Russell Patterson (1893-1977) skillfully incorporated elements of glamour and current fashion into their compelling visions of



Nell Brinkley, "Golden Eyes with Uncle Sam (dog)," ca. 1918

beauty in the second decade of the 20th century. Fashion and glamor intertwined as women avidly followed the latest trends in clothing, jewelry, and cosmetics through popular art. Polish-born Benda, working in charcoal and watercolor, created the "Benda Girl," whose flawless features and bejeweled form reflected the glamorous taste of the time. Strengths of his distinctive style—skillful modeling of forms, attention to detail, and use of strong color—served him well in drawing the vivid images which adorned the covers and pages of Hearst's International magazine, Cosmopolitan and Liberty. In contrast with Benda, Lepape and Patterson rendered their beauties as stylized figures who indulge in smoking, a pleasure seen as mildly risqué and glamorous. Both make minimal use of modeling and depend heavily on the graphic power of elegant, outlined forms, linear patterns of clothing, and trailing smoke to compose strongly decorative, eye-catching designs.

Jaro Fabry (1912-1953) employed a modernist approach related to Held's and Patterson's beauties in creating his drawing of Katharine Hepburn for the cover of Cinema Arts. Applying watercolor with loose, free brushwork, Fabry achieves a fresh, spontaneous portrayal of Hepburn. Thoroughly all-American, she is a fitting choice to appear as an icon. She personifies a singular, individual beauty, yet projects star quality and universal appeal.

These artists' images reveal change and variety in women's roles in society as seen in Gibson's violin player, the heroic Brinkley Girl, Held's flapper, Patterson's smoker, and the actress Hepburn. They also reflect significant shifts in manners and mores. Far from superficial, solely concerned with surface beauty, these images illuminate the complex trajectory traced by the evolution of the modern woman. ◆

Martha H. Kennedy is the exhibition curator and Swann Curatorial Project Assistant in the Prints and Photographs Division. The Caroline and Erwin Swann Memorial Fund for Caricature and Cartoon supports a continuing program at the Library of Congress of preservation, publication, exhibition, acquisition and scholarly research in the related fields of cartoon, caricature and illustration.

Ethel Plummer, "Vanity Fair on the Avenue," ca. 1914

America's Library a Hit

Site for Kids & Families Surpasses 300 Million 'Hits'

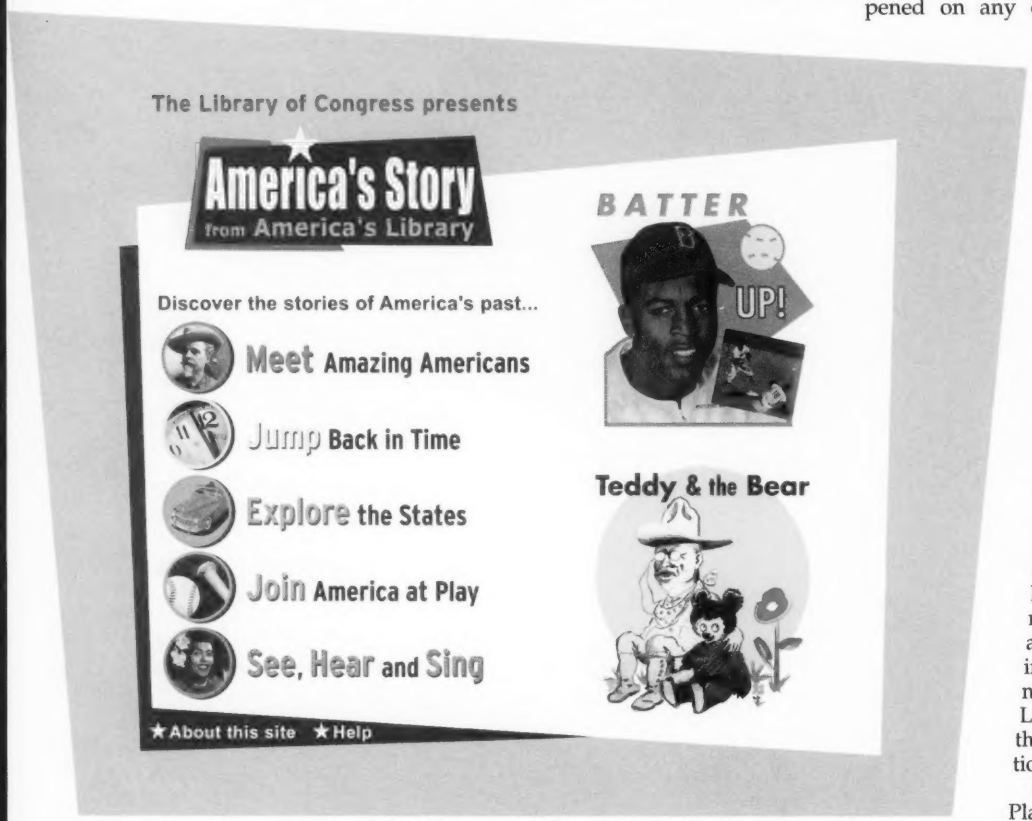
The Library of Congress' Web site for children and families, America's Library (**www.americaslibrary.gov**), has handled more than 300 million "hits" in the two years since it went online. The Web site, which debuted on the 200th birthday of the Library, April 24, 2000, is now averaging more than 24 million hits per month.

"We are extremely gratified that this major educational outreach program of the Library of Congress has been so widely used and enthusiastically accepted by our nation's youth," said Librarian of Congress James H. Billington. "Through its interactive and colorful pages, this Web site brings alive important materials from the American historical collections of the Library."

The site is in five sections and offers more than 4,500 items from the Library's collections:

• "Meet Amazing Americans" introduces kids to some two dozen of the nation's most fascinating historical figures, such as George Washington, Abraham Lincoln, Frederick Douglass, Thomas Edison, Amelia Earhart, Harry Houdini and Frank Lloyd Wright. It also offers "Scavenger Hunt" and "Dynamite Presidents" games that encourage users to explore the Web site while learning about America's presidents. For example, players of "Dynamite Presidents" will learn that Thomas Jefferson is famous not only for writing the Declaration of Independence but also for selling his personal library to the Library of Congress.

• "Jump Back in Time" lets users learn what happened on any day in history. The section also asks users to become a "Super Sleuth" as they identify "what's wrong with this picture." At first glance, nothing seems wrong with a photo of Calvin Coolidge—until one notices that he is holding a cell phone.



• "Explore the States" provides interesting facts and stories about each of the states and the District of Columbia. A "Treasure Hunt" encourages kids to explore and discover little-known facts. Even more can be learned about the states by reading the more than 260 new stories called "Local Legacies," which reflect the unique cultural traditions of the nation.

• "Join America at Play" wants users to "play ball" in the "Batter Up" game. The "pitcher" blows a bubble gum balloon, winds up and asks, "On Opening Day of the 1916 Major League Baseball season, who threw the first ball?" The user finds out that President Woodrow Wilson made that historic pitch."

• "See, Hear & Sing" makes many of the Library's multimedia collections of sound and audio available. A "Jammin' Jukebox" lets kids hear such popular tunes of the past as "Over There." While listening, they will learn that the composer, George M. Cohan, also wrote the patriotic "I'm a Yankee Doodle Dandy" and "You're a Grand Old Flag."

Lists of related books encourage children to read more about what they have learned. The lists were compiled by the Center for the Book (**www.loc.gov/cfbook**) in the Library of Congress. The center's current reading promotion campaign is "Telling America's Stories."

America's Library is a project of the Public Affairs Office and the National Digital Library Program of the Library of Congress and was designed by 415 Productions of San Francisco. The site draws upon the flagship American Memory collections (**www.loc.gov**), which offer more than 7.5 million important historical items online, in collaboration with other institutions. More than 100 American Memory collections are available in topics ranging from presidential papers, Civil War photographs and early films of Thomas Edison, to panoramic maps and documents from the women's suffrage and civil rights movements.

America's Library marks the first time in its history that the Library of Congress has created a public service advertising campaign in partnership with the Ad Council. This campaign—"There Is a Better Way to Have Fun with History ... Log On. Play Around. Learn Something"—was produced through the Ad Council, with creative services donated by DDB Chicago. The spots have been distributed to 3,200 television stations and more than 6,000 radio stations nationwide. DDB won the silver award in the Non-Profit/Pro Bono/Public Service category of the New York American Marketing Association's 2001 EFFIE Awards for these spots. To date, the site has received an estimated $63 million in free advertising support on television, radio and the Internet.

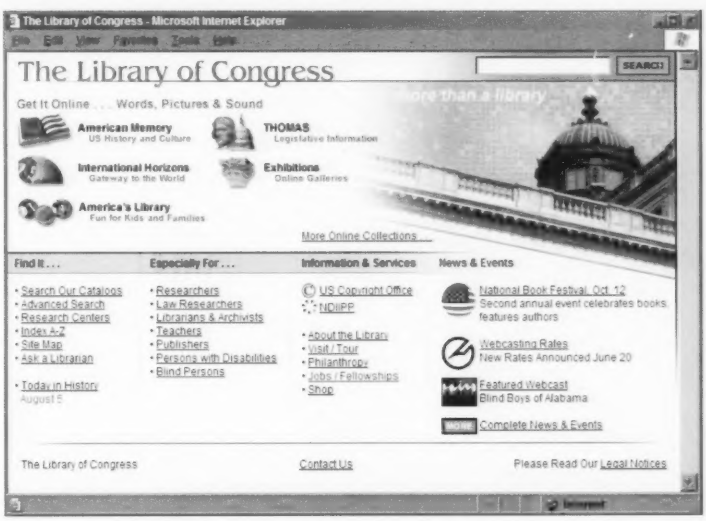
The Ad Council is a private, nonprofit organization that has been the leading producer of public service communications programs in the United States since 1942. The Council supports campaigns that benefit children, families and communities. Its communications programs are national in scope and have generated strong, measurable results. Ad Council campaigns, such as "Friends Don't Let Friends Drive Drunk," "Take a Bite Out of Crime" and "A Mind Is a Terrible Thing to Waste," have helped to educate the public about important issues and concerns of the day.

DDB Chicago is the largest of the DDB agencies worldwide, with more than 725 employees and 2,000 billings of $1.5 billion. It is one of the world's most awarded agencies in terms of creativity and effectiveness. The agency works for a strong roster of blue chip clients, including Anheuser-Busch, McDonald's, Dell, State Farm, FTD, JCPenney, Unilever, QWEST Communications and Wrigley.

415 Productions is an interactive design firm headquartered in San Francisco. From Fortune 500 enterprises to internationally recognized cultural institutions, 415's clients include 3Com, Credit Suisse, Intel, KQED, Levi Strauss & Co., McGraw-Hill, Macromedia, Providian Financial, Robert Mondavi Wineries, the San Francisco Symphony and the Seattle Symphony. ◆

Library Launches Redesigned Web Site

The Library of Congress unveiled its redesigned Web site at the annual conference of the American Library Association (ALA) held June 13-19 in Atlanta. The site retains its current address (**www.loc.gov**), but pages will feature new layouts, color graphics drawn from the Library's own architectural and decorative details, and more efficient navigational paths, all developed with the user in mind.



At the forefront of the new Web site is the Get It Online section, which includes links to the Library's digital collections. These pages include the award-winning American Memory; THOMAS (legislative information); Exhibitions, a presentation of the Library's major exhibitions over the years; and America's Library, a site created especially for kids and families. In addition, links to the Library's electronic catalogs and other databases help users locate books, photographs, films, sound recordings and other assets that are available either online or physically at the Library of Congress in Washington, D.C.

The redesigned home page and sub-pages reflect the complexity of the Library and the diversity of its collections and services, making them more accessible without compromising their content.

"These pages have been redesigned to appeal to a broad cross-section of users, to attract them to the Library's Web site and keep them coming back," said Jill Brett, Public Affairs Officer.

The Library's Web site received more than a billion hits last year and has been recognized for excellence by a number of publications. ◆

A Voice in Congress

Rep. Honda Delivers Asian-American Keynote

By AUDREY FISCHER

As a member of Congress, Mike Honda "makes sure we have a voice for people who historically do not have a voice." At least that is how he explains his job to his mother who, according to Honda, does not quite understand that politics is a profession.

Honda, a third-generation Japanese-American who represents the 15th Congressional District of California, delivered the Library's 2002 Asian Pacific American Heritage month keynote address on May 24. His district, which includes San Jose, contains one of the largest Asian Pacific American populations of any congressional district in the continental United States.

Charlynn Spencer Pyne

Rep. Mike Honda (D-Calif.)

For Honda, the road to Congress began in a Japanese internment camp during World War II. Although he was a native of California, he "had the face of the enemy" and was, therefore, "guilty until proven innocent."

"We were told we were placed in camps for our own safety," said Honda. "But as my father always asked, if this were true, why were the machine guns pointed in, not out?"

The incarceration had a profound effect on him as a young boy.

"Children are affected not only by their immediate environment, but also by historical actions against a particular person or group," said Honda.

For his part, the experience made him self-conscious about his cultural heritage. By way of example, he recalled a painful childhood memory.

"My mother came to my classroom and said, 'Here is your coat. It's cold. It's snowing.' I told her to speak in English."

Regretful to this day about his actions, Honda asked, "What drove a little boy to be embarrassed by his mother? Japanese was my first language, but it was not nurtured by the school system. We always hear people say, 'If you want to be an American, speak English.' But then how can we become global competitors?"

For Honda, the unfairness in the classroom led to a life-long interest in education. It would be years before he saw pictures of people he had known in books produced by the War Relocation Authority, and he wondered why he did not learn about the internment camps in school.

"I wanted to learn about other educational systems from beginning to end," he said.

His interest in education was furthered by his experience in the Peace Corps. During the mid-1960s, he built schools and health clinics in rural communities in El Salvador. He later earned bachelor's degrees in biological sciences and Spanish at San Jose State University, and a master's degree in education from the same institution. After conducting educational research at Stanford University, he became a science teacher, then a principal in the San Jose public school system.

Honda's foray into public policy began in 1971, when he was appointed to the San Jose City Planning Commission. Ten years later he was elected to the San Jose Unified School Board, and in 1990 he became the first and only Asian Pacific American to serve on the Santa Clara County Board of Supervisors. He was elected to the California State Assembly in 1996 and re-elected in 1998. In November 2000, he was elected to the U.S. House of Representatives where he serves on the Budget, Transportation & Infrastructure, and Science committees.

"The first Asian in Congress was Dalip Singh Saund, a native of India," said Honda proudly. "I learned that from you at the Library of Congress. The Library is a repository of history and information, and a keeper of the facts. When I used the Library I learned that 50 people of Chinese descent served in the Civil War." Honda has been involved in an effort to secure citizenship, albeit posthumously, for these soldiers.

"Even though they are dead and their descendants may be dead, it is important to correct this wrong," said Honda. "After September 11, I think the point has been made that we can criticize without being considered unpatriotic. In fact, it is patriotic to speak up."

Referring to observations about the Library's Asian American employment statistics made in opening remarks by Jacqueline Pak, president of the Library's Asian American Association, Honda said, "You can only make it better if you speak up, but understand that you can move forward, make changes, and make things better. While you must stand up to be heard, you must sit down together to mediate."

On the subject of correcting past wrongs, Honda predicted that in the future there will be much "gnashing of teeth" about the issue of reparations for slavery.

"Many people feel they should not suffer for the sins of their fathers," noted Honda. "But the point of it is the debate. The debate is about self exploration, like the process of psychotherapy. We must take the lessons of the past and apply them to the present for the future of our country."

Echoing the reason he entered public service, he said, "I will be your servant, your voice. I am dedicated to change. Change is good, it is healthy, and it makes us a much more perfect union." ◆

Audrey Fischer is a public affairs specialist in the Public Affairs Office.

Complementing the Desk

Teleconference Looks to the Future of Reference

By LAURA GOTTESMAN

Is the reference desk going to disappear? Not if the participants in a recent teleconference titled, "Virtual Reference Services...What, Why and How?" have anything to say about it.

In the second of this two-part series on the changing face of reference librarianship, participants discussed ways in which virtual reference will complement traditional reference desk functions.

The conference, which was broadcast nationally on April 19 from the College of DuPage in Glen Ellyn, Ill., was viewed live by a group in the Library's National Digital Library Learning Center.

The first part of the series, broadcast from the college on Feb. 8, provided an overview of current virtual reference initiatives. Part two gave viewers a realistic picture of the pros and cons of setting up a virtual reference service. Each of the session's four presenters " librarians and library administrators recognized for their pioneering work in the digital reference field" had implemented some kind of virtual reference service in their own institution.

The speakers included Diane Kresh, director of the Library's Public Service Collections Directorate; Tracy Strobel, Cleveland Public Library; Jana Ronan, University of Florida's George A. Smathers Libraries; and Nancy O'Neill, Santa Monica Public Library. They shared the benefit of their experience with the audience—itself "virtual"—which was scattered among different broadcast sites throughout the country.

Kresh, who developed the Library's Collaborative Digital Reference Service (CDRS) and its successor, QuestionPoint at **www.questionpoint.org**, stressed the importance of collaboration. "Collaboration is useful so that institutions do not have to reinvent the wheel," she said. She also emphasized that the online environment offers the opportunity to collaborate with international partners in developing new resources, and to provide a way "to keep libraries in the public eye."

Strobel reasoned that "technology is synonymous with change" and, therefore, it is important to use technologies that are adaptable enough to change with the times. She encouraged librarians to be flexible, and to take advantage of the tools now available to them to create new kinds of partnerships with experts in their community. Cleveland Public Library has done this with its KnowitNow online "live-chat" reference service (**www.knowitnow24x7.net**) which expands its reference network to include experts such as law librarians, nurses, and tutors to bring new kinds of resources to their patrons and community. The Web site is designed to give the same standard of service that patrons would receive by speaking with a librarian.

Jana Ronan, who was instrumental in establishing RefeXpress (**http://smathersnt11.uflib.ufl.edu/**), a similar, online assistance service for students, faculty and staff at the University of Florida, spoke about her belief that staff training is key to the success of a digital reference project. When asked about the time commitment necessary, Ronan acknowledged that, "Start-up is time-intensive, but things begin to fall into place with practice."

Nancy O'Neill represented Santa Monica Public Library, which participates in the 24/7 Chat Reference Service sponsored by the Greater Los Angeles Area Metropolitan Cooperative Library System. One of the original 16 libraries that participated in CDRS, the Santa Monica library also allows patrons to submit reference questions online at **www.smpl.org/library/forms/refques.htm**.

The speakers all shared the viewpoint articulated by O'Neill: "Virtual reference should be considered a core service meeting the client where they are, when they need us." ◆

Laura Gottesman is a digital reference specialist in the Public Service Collections Directorate.

QuestionPoint Released

Libraries Invited to Join Global Reference Service

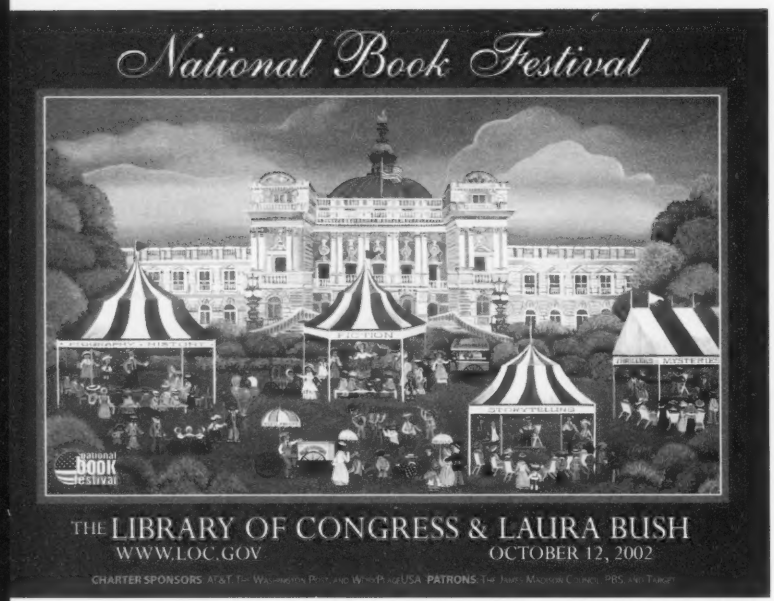
The Library of Congress' Public Service Collections Directorate (PSCD) and the Online Computer Library Center (OCLC) of Dublin, Ohio, have developed a new collaborative online reference service, QuestionPoint, which was released on June 3.

The QuestionPoint service provides libraries with access to a growing collaborative network of reference librarians in the United States and around the world. Library patrons can submit questions at any time of the day or night through their library's Web site. The questions will be answered online by qualified library staff from the patron's own library or may be forwarded to a participating library around the world. Available to libraries by subscription at **www.questionpoint.org**, the service enables reference librarians to share their resources and expertise with each other and with their patrons free of charge in unprecedented ways. QuestionPoint is now in use in the majority of the Library's 21 reading rooms. ◆

2002 National Book Festival

Second Annual Event To Be Held October 12

Librarian of Congress James H. Billington and Laura Bush have announced that the second National Book Festival will be held on Saturday, Oct. 12, 2002. The festival is free and open to the public and is scheduled to run from 10 a.m. to 5 p.m.



Carol Dyer

Free posters will be available at the National Book Festival.

Hosted by Laura Bush and sponsored by the Library of Congress, the event will take place on the West Lawn of the U.S. Capitol. The festival is made possible by charter sponsors AT&T, WorkPlace USA and The Washington Post with additional support from patron sponsors: the James Madison Council of the Library of Congress, PBS, Target and other contributors.

"America was transformed three days after the first National Book Festival was held Sept. 8, 2001," said the first lady. "But one thing that did not change was our love of spending time with friends and family—especially our children. The second annual book festival will give us an opportunity to celebrate and share our love of books, reading and storytelling."

Building on the success of last year's inaugural National Book Festival at the Library of Congress, this year's event will feature more than 70 award-winning authors, illustrators and storytellers. Events will include author readings and book discussions; performances by storytellers; book sales and signings; appearances by children's storybook characters such as Clifford The Big Red Dog; a conservation clinic for books, family letters and albums; and performances representing a wide range of America's musical traditions.

"Reading and libraries are crucial to our national well-being. We want this National Book Festival to stimulate interest in authors, reading and the world of books and ideas," Billington said.

Author and storytelling presentations and other activities will take place in pavilions on the West Lawn of the Capitol, thanks to support from Congress. Pavilions will be devoted to "Storytelling," "Fiction & Imagination," "Mysteries & Thrillers," and "History & Biography," with two pavilions for "Children & Young Adults." Players from the National Basketball Association and Women's National Basketball Association's "Read to Achieve" program will again be participating in one of the children's pavilions. A Library of Congress pavilion will include information on its popular Web site and other services to the public.

The areas between the reflecting pool and 4th Street N.W. on the National Mall will house tents for food sales, musical performances, book signings and sales, as well as a "Pavilion of States" (which will highlight state reading programs and local libraries) and a "Let's Read America" pavilion that will provide practical information about reading and literacy promotion activities throughout the United States. The festival was moved from its 2001 location on the East Lawn of the U.S. Capitol due to the construction of the U.S. Capitol Visitors Center.

In late summer and early fall, the National Book Festival will be promoted across the country at events sponsored by 22 state centers for the book, which are affiliated with the Center for the Book in the Library of Congress. These events will be supported by grants from AT&T and the Carnegie Corporation.

For more information about the National Book Festival, call toll-free (888) 714-4696 or visit the festival's Web site at **www.loc.gov**. ◆

Classification Web Now Available

Cataloging and Reference Product on the Web

Classification Web, the first Web-based cataloging and reference product from the Cataloging Distribution Service (CDS) of the Library of Congress, has recently been released.

Classification Web lets users access, search and browse all Library of Congress Classification (LCC) Schedules and Library of Congress Subject Headings. It speeds the process of verifying and assigning classification numbers to library materials by providing up-to-date access through any Web connection. The product also provides automatic calculation of classification table numbers, permanent personal or institutional notes file, the ability to link to a local Web online public access catalog (OPAC) for many major vendor systems, and links to a pre-set list of institutional OPACs.

After a successful pilot test in 2001, which drew 6,978 users worldwide and often more than 400 users daily, CDS fine-tuned Classification Web based on user response to the test.

"The response to the pilot test was fantastic, not only in level of interest, but also in enthusiasm for the product," said Cheryl C. Cook, Classification Web product manager at CDS. "Class Web will meet a real need in the library community," she said. "Having both Library of Congress Classification and Subject Headings in one product makes it easy to see the relationships between the two schemas and find the precise information you need."

Pilot tester Shelby E. Harken of the University of North Dakota reported that "Classification Web is easy for copy and original catalogers to use, and it will prompt more consistent assignment of subject and class numbers." Harken also said that the product's "speed and correlations help to quicken the decision-making process."

Library of Congress Director for Cataloging Beacher Wiggins said that "Classification Web will be of keen interest to any library that classifies its collection according to the LCC, and its importance to the cataloging community will continue to grow now that the Web is becoming integral to cataloging activities."

As part of the 100th anniversary celebration of CDS, Classification Web was displayed at the Library of Congress booth at the Georgia World Congress Center during the annual conference of the American Library Association (ALA), June 13-19.

In addition, a new video on the evolution of CDS premiered at the Library of Congress booth at the ALA conference, tracing the history of cataloging from cards to book-form catalogs and microfiche to online databases to the Web.

Classification Web is available by annual subscription. Prices start at $375 for individual users and $575 for one to four concurrent users. For subscription options, prices and complete product and ordering information, visit **www.loc.gov/cds/classweb.html** or contact: Library of Congress, Cataloging Distribution Service, Customer Services Section, 101 Independence Ave., S.E., Washington D.C. 20541-4912. Telephone (800) 255-3666 (toll-free in U.S.), outside U.S. (202) 707-6100, TDD (202) 707-0012, fax (202) 707-1334, e-mail: cdsinfo@loc.gov. ◆

Library Issues Report on Digital Talking Books

The National Library Service (NLS) for the Blind and Physically Handicapped in the Library of Congress recently issued a progress report on its Digital Talking Books (DTB) project. "Digital Talking Books: Progress to Date—May 2002" updates the project's initial publication, "Digital Talking Books: Planning for the Future-July 1998."

A DTB is a collection of electronic files arranged to present information through alternative media to readers who are blind and physically handicapped. A DTB can include a file containing the contents of the document in text form, thereby permitting output through synthetic speech, refreshable braille display devices, or visual display in large print. DTBs will provide end users with more flexibility in navigating through a document than was previously offered by analog audio cassettes.

"Production of current titles in DTB format is scheduled to begin in 2004," said NLS Director Frank Kurt Cylke. "The effort to convert from an analog to a digitally-based program will be completed by April 2008. At that time, approximately 20,000 retrospective audio titles will be available in digital format."

NLS has been working on the development of a DTB since 1997, when it took the lead in the collaborative effort to develop a national standard for this new medium. In December 2001, members of the National Information Standards Organization (NISO) voted to approve "Specifications for the Digital Talking Book" as an American National Standard.

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Tabb Receives Spofford Award

Retiring Associate Librarian Honored by DCLA

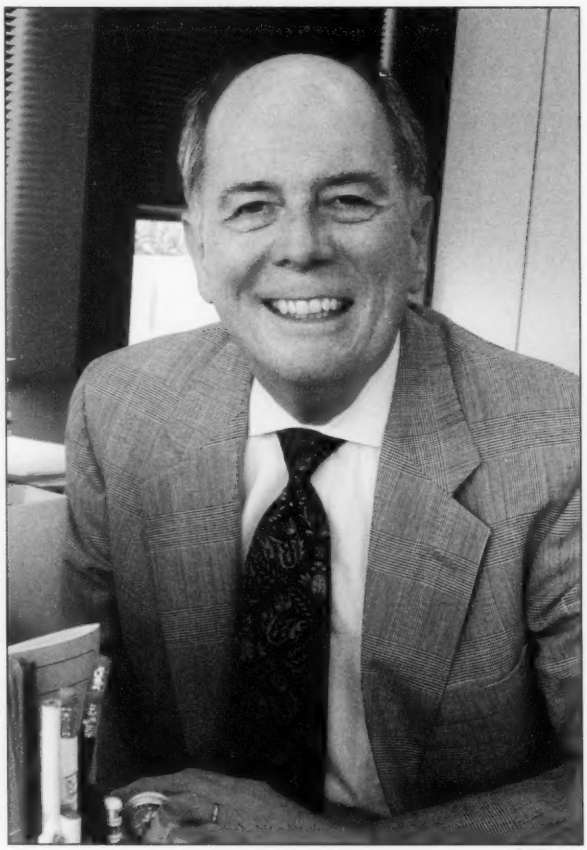
By SUSAN MORRIS

Winston Tabb, associate librarian for library services, has added another honor to his long list of achievements—the Ainsworth Rand Spofford President's Award from the District of Columbia Library Association (DCLA). Director for Acquisitions Nancy Davenport accepted the award on Tabb's behalf at the DCLA Spring Banquet held at the Willard Hotel in Washington on May 22.

Tabb, who recently announced plans to retire from the Library to move to Johns Hopkins University in September to become Dean of the University Libraries and Director of the Sheridan Libraries, including the Milton S. Eisenhower Library, reflected on the meaning of this award after receiving so many others.

"Looking back on 30 years of service at the Library of Congress, during which I have met librarians all over the world, I find myself deeply moved by this award from my local library association," said Tabb. "Membership in DCLA gives me a chance to interact in a personal, spontaneous way with other local librarians, including some Library of Congress colleagues who find time to serve on DCLA committees. Seeing what can be accomplished at the local level gives me real satisfaction and will provide some of my warmest memories as I prepare to take on new challenges at the Johns Hopkins University Libraries."

Named in honor of the Librarian of Congress and first president of DCLA (1894-95), the Spofford President's award is the highest honor conferred by DCLA. It recognizes contributions to the development or improvement of library and information services as evidenced by outstanding achievement in one or more of the following areas: innovative leadership in the advancement of library or information services; promotion and development of improved public understanding of library and information services; significant influence on attitudes of public or private officials who are in a position to support the improvement of library and information services; promotion of a sustained legislative approach to improving the ability of libraries to provide for expanded services to users; promotion or development of a program resulting in a sustained increase in voluntary support of library and information activities; and creative application of technology to the delivery of library and information services. Tabb was selected for this year's award by the DCLA Awards Committee chaired by Kathryn Ray, librarian of the District of Columbia Public Library's Tenley branch.



Gail Fineberg

Winston Tabb

Tabb has been active in academic and professional library associations throughout his career. As a student, he joined Beta Phi Mu, the library science honor society, while earning a second master's degree at the Simmons College Graduate School of Library and Information Science in 1972. (He also earned a master's degree in American literature as a Woodrow Wilson Fellow at Harvard University in 1964.)

On the national level, he has served on the Research Libraries Advisory Committee of the Online Computer Library Center (OCLC), the Visiting Committee for Harvard Libraries, and the National Digital Library Federation Policy Committee; he has also represented the Librarian of Congress on the National Commission on Libraries and Information Science.

Internationally, Tabb has served the International Federation of Library Associations and Institutions (IFLA) in many capacities: as vice-chairman of the Professional Board, chairman of the National Libraries Section, and chairman of the Coordinating Board for the Division of General Research Libraries. At the 67th IFLA Council and General Conference held in Boston in August 2001, he was elected chairman of the newly formed IFLA Professional Committee and will serve on the IFLA Executive Committee. He is the Library's representative

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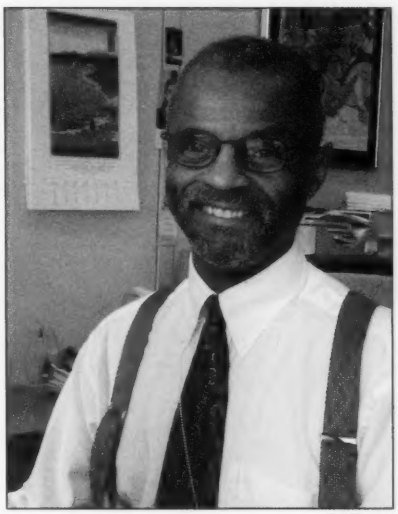
New Acting Library Services Head

Beacher Wiggins Named to Post

Beacher J.E. Wiggins, director for cataloging since June 1997, will serve as acting associate librarian for Library Services upon the Sept. 1 retirement of Winston Tabb, announced James H. Billington, Librarian of Congress, on June 19. Wiggins will serve while the Library recruits and appoints a permanent associate librarian.

"Mr. Wiggins has made significant and valuable contributions both to the national cataloging mission of the Library and to the Library itself. He has deep experience in and commitment to Library Services. I look forward to his participation in agency-wide decision-making at this important time of transition. Beacher Wiggins will ably sustain the goals and initiatives to which Winston Tabb has devoted so much of his energy during his distinguished tenure in Library Services," said the Librarian.

Tabb, who leaves to head libraries at Johns Hopkins University (see story, p. 116), warmly welcomed Wiggins' appointment. "Beacher has been an invaluable source of wise counsel and support during my leadership of Library Services. I have unreservedly counted on his professional expertise and standing, especially as we implemented the Integrated Library System. I am eager to begin working with Beacher immediately to ensure the smoothest possible transition," he said.



Gail Fineberg

Beacher Wiggins

Wiggins was appointed director for cataloging at the Library in June 1997, having served as acting director since January 1995. Prior to that, he was chief of the Library's Arts and Sciences Cataloging Division (1992 to 1995) and assistant to the associate librarian for collections services from 1986 to 1991. His entire library career has been at the Library, starting in 1972 as a cataloger and moving into more responsible positions in cataloging and technical services. An active member of the American Library Association (ALA), Wiggins was elected recently to the ALA Council as a member at large.

Most recently, he served as the Library's chief negotiator in the new Collective Bargaining Agreement between the Library and the Guild, AFSCME Local 2910. He currently represents the Library on the International Federation of Library Associations and Institutions Standing Committee on Bibliography.

Reflecting on his appointment, Wiggins said, "I am extremely honored by the confidence placed in me by the Librarian and by my departing boss, Winston, to step into this interim role. Succeeding Winston will not be easy, even on an acting basis. With the support of my fellow directors in Library Services, along with that of the exceptional staff in the service unit office and the rest of the divisions, I will work to keep Library Services on track to realize some of the important initiatives started by Winston." ◆

Tabb

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to the Conference of Directors of National Libraries and the G7 Global Digital Library Project.

The American Library Association (ALA) presented Tabb with its Melvil Dewey Medal in 1998, for creative leadership in, and distinguished contributions to, the national and international library communities.

The DCLA was founded in 1894 and became a chapter of ALA in 1922. Other Library staffers have also received significant honors from DCLA. John Y. Cole, director of the Center for the Book, received the Spofford President's Award in 1996. Shirley Loo of the Office of Information Resources Management in the Congressional Research Service received the DCLA Distinguished Service Award in 1991 and the DCLA Community Service Award this year. Loo has just been elected to the DCLA Board of Directors. Michael W. Kolakowski, Government and Finance Division, Congressional Research Service, is in his second year on the board. Gail Sonnemann, now an information technologist in the Copyright Automation Group, Copyright Office, was honored with the Community Service Award in 1998. Trellis Wright, Copyright Office, served as DCLA President in 1994-1995.

The current secretary of DCLA is Barbara Conaty, senior instructor in the Technical Processing and Automation Instruction Office. She noted, "DCLA does a lot of good in the local library community, through scholarship assistance, informal mentoring, and partnering with the American Library Association Washington Office to organize ALA Legislative Day, which brings librarians from other communities to Capitol Hill. Membership in a local ALA chapter like DCLA is an opportunity to energize your profession and to focus, in a small way, on topics of big interest." ◆

Susan Morris is assistant to the director for cataloging.

Staffer Wins Mann Citation

Jean Hirons Awarded ALA Honor

Jean L. Hirons, coordinator of the Cooperative Online Serials (CONSER) Program in the Serial Record Division at the Library of Congress, received the Margaret Mann Citation from the Association for Library Collections and Technical Services (ALCTS), a division of the American Library Association (ALA).

Gregory Cannon

Jean Hirons

The award was presented June 17 at the ALCTS President's Program, during the ALA Annual Conference, June 13–19 in Atlanta.

The Margaret Mann Citation Committee presented the award to Hirons for her "extraordinary contributions to serials cataloging." According to the citation, Hirons has influenced both the theory and practice of serials cataloging in a changing environment.

Hirons' most notable contribution has been revising the "Anglo-American Cataloguing Rules" (AACR) to accommodate serials and developing the Serials Cataloging Cooperative Training Program, a new concept in library training. She enlisted the help of colleagues from the United States, Australia, the United Kingdom, Germany and Canada in order to explore and propose broad changes to the cataloging rules. They expanded the existing AACR2 Chapter 12 for serials to cover a new concept of "continuing resources" by introducing new rules for the cataloging of Web sites, databases and looseleafs. The new rules will be issued in August and implemented by libraries later this year.

Hirons holds a master's degree in library science from the University of Rhode Island and a bachelor's degree in fine art from Marietta College, Ohio. From 1997 to 1999, she worked with colleagues nationwide to develop a new concept in training, which built on the collaborative model of CONSER. CONSER is a cooperative program consisting of 30 libraries, including the Library of Congress and the National Library of Canada, which builds and maintains a master database of authoritative bibliographic records for serials and creates and promulgates serials cataloging standards for the United States and other countries. To date, three courses have been released, and two more are in the works for release in 2002-2003.

Established in 1951, the award is named after Margaret Mann, a pioneer in library cataloging and classification whose contributions in the first half of the 20th century continue to have influence today. It recognizes "outstanding professional achievement in cataloging or classification, either through publication of significant professional literature, participation in professional cataloging associations, demonstrated excellence in teaching cataloging, or valuable contributions to practice in individual libraries." The award also includes a $2,000 donation from the Online Computer Library Center to the library school of the winner's choice. Hirons will give the scholarship to her alma mater, the University of Rhode Island, which named her alumna of the year in 2002. ◆

Talking Books
continued from page 115

On March 6, 2002, the standard was approved by the American National Standards Institute (ANSI) as ANSI/NISO Z39.86-2002.

NLS completed a life-cycle cost analysis model to compare the costs of the current audio cassette program with projected costs for the proposed DTB program. In 2001, NLS established the Digital Long-Term Planning Group, made up of consumer representatives and network librarians, to plan for the deployment of digital information technology through the national network of 136 cooperating libraries.

NLS has also designed and programmed a software-based DTB player that runs on a personal computer. In cooperation with the Industrial Designers Society of America, NLS is sponsoring a contest for industrial design students, challenging them to design the exterior of a portable DTB player. The contest winners will be announced in July.

Free copies of the 54-page report are available in large print, braille, and recorded cassette from the Reference Section, National Library Service for the Blind and Physically Handicapped, 1291 Taylor Street, N.W., Washington, D.C. 20542. To expedite requests, telephone (202) 703-5100, fax (202) 707-0712, or e-mail: **nls@loc.gov/ref**. The report is also available on the NLS Web site at **www.loc.gov/nls**. ◆

Krug on 'Interesting Times'

Free Speech Advocate Discusses Intellectual Freedom

By LAURA GOTTESMAN

Libraries play an important role in protecting Americans' First Amendment right to free speech, and free access to information is the cornerstone of the democratic process. These were the twin messages delivered by Judith Krug, director of the American Library Association's (ALA) Office for Intellectual Freedom, in a May 23 lecture at the Library.

The lecture in the Library's Coolidge Auditorium was the first in a new series titled "Luminary Lectures @ Your Library" sponsored by the Library's Public Service Collections Directorate.

"When I think about our world today and, particularly, what's happening in the intellectual freedom arena, I can't help but remember the old Chinese proverb, 'May you live in times that are interesting,'" said Krug. "In truth, the issues confronting librarians today really are interesting and affect everything we do. They range from confidentiality and privacy to advocacy and access to ideas, from diversity to development, to name only a few. These issues are a part of our landscape, and that landscape encompasses the oldest medium—books—and the newest—the Internet."

Judith Krug

Krug, a long-time free speech activist and one of the founders of ALA's "Banned Books Week," spearheaded a legal action (American Library Assn. Inc. vs. the United States) that challenged the Children's Internet Protection Act. On May 31, a federal appeals court in Philadelphia struck down the law, which would have required public libraries to install Internet filters to prevent younger patrons from encountering potentially objectionable content online. Libraries not in compliance with this law would have been denied federal funding for computers and Internet access.

The ALA, the American Civil Liberties Union, and several public libraries joined forces and took the U.S. Department of Justice to court to block enactment of the legislation. If the government appeals, the Supreme Court would decide whether to hear the case.

Three judges on a special panel declared the Children's Internet Protection Act "invalid under the First Amendment" because it would have required libraries to use technology that blocks access to legitimate sites on the World Wide Web, while still giving access to some pornographic sites, reported The Washington Post.

Krug placed this particular case in the context of a long line of legal challenges that have emerged in response to the evolution of the Internet as an unprecedented medium of free speech. She described an earlier ruling on the Communications Decency Act, which the U.S. Supreme Court struck down in 1997 because, according to Krug, the justices found that:

- Adults cannot be limited in their reading material to only that which is suitable for children;
- There are alternate means, such as filters, for parents to use at home, to protect their children; and
- The Internet is more like the print medium than like the broadcast medium and deserves the same, if not more, First Amendment protection enjoyed by print.

"As librarians, our job is to bring people and information together," Krug observed. "We do this by making sure libraries provide information and ideas across the spectrum of social and political thought, so people can choose what they want to read or view or listen to. Since libraries provide information to all of the people in their community, we find, from time to time, that not all of our users agree with all of the material we acquire. Some users find materials in their local library collection to be untrue, offensive, harmful or even dangerous. But libraries serve the information needs of all of the people in the community—not just the loudest, not just the most powerful, not even just the majority. Libraries serve everyone."

Krug concluded her presentation with an aptly chosen quotation from James Madison, who contemplated the importance of "popular information"; it is engraved on the wall at the entrance of the Library's Madison Building.

"A popular Government, without popular information, or the means of acquiring it, is but a Prologue to a Farce or a Tragedy; or, perhaps both. Knowledge will forever govern ignorance: And a people who mean to be their own Governors must arm themselves with the power which knowledge gives." ◆

Laura Gottesman is a digital reference specialist in Library Services.

Communities Reading Together

State Centers for the Book Idea Exchange

BY JOHN Y. COLE

At the Center for the Book's annual state center "idea exchange" on May 1, 2000, the Washington Center for the Book, located at the Seattle Public Library, won the Boorstin Award for a significant contribution to the national program. The citation for the $5,000 award highlighted "If All of Seattle Read the Same Book," a pioneering reading promotion project that has inspired similar projects in other cities and states. In fact, at the same meeting, the Virginia Center for the Book announced its sponsorship of a yearlong "All Virginia Reads" project.

John Y. Cole

Nancy Pearl (center), coordinator of the Washington Center for the Book at the Seattle Public Library, talks about the "One Book" project phenomenon at the May 6 annual meeting of state center coordinators. Others in the photo (left to right) are Marcie Cate (New Mexico), Jay Lamar (Alabama), Stanley Romanstein and Paul Druckman (Minnesota).

Today, community projects to read and discuss "One Book" are rapidly growing in popularity. A featured section of the Center for the Book's Web site (**www.loc.gov/cfbook**) lists 63 such projects in more than 30 states.

"If All Seattle Read the Same Book" was started in 1998 by Nancy Pearl, coordinator of the Washington Center for the Book. Designed to broaden and deepen appreciation of literature through both reading and discussion, the project was supported for its first three years by a grant from the Wallace-Reader's Digest Funds, with additional support from KUOW Public Radio. Thanks to private gifts to the Seattle Public Library Foundation and a major grant from the National Endowment for the Humanities, "If All of Seattle Read the Same Book" is now a continuing annual program of the Washington center. For more information, contact the Washington Center for the Book at the Seattle Public Library, 800 Pike St., Seattle, Wash. 98101, telephone (206) 386-4184 or e-mail: **nancy.pearl@spl.org** or (206) 386-4650, e-mail: **chris.higashi@spl.org**.

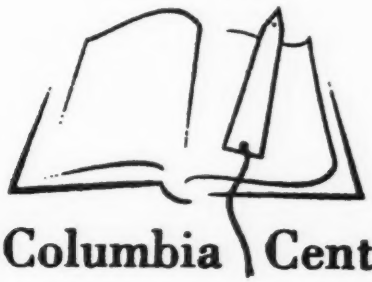
"If All of Seattle Read the Same Book" brings the author of the selected work to Seattle for a residency that includes a live discussion on public radio, a free program for the general public, "meet the author" programs at selected area libraries, a reception with donors to the Seattle Public Library Foundation, videorecordings for cable television and videotapes, which are added to the Seattle Public Library's collection for checkout by patrons. The Washington Center for the Book lends hundreds of copies of the featured work to book discussion groups during the two months prior to the author's visit.

The Washington Center for the Book also develops study guides (called "reading group toolboxes") in advance and encourages book groups and individuals throughout the Seattle region to read and discuss the featured book. The toolboxes are available at all 25 Seattle Public Library locations as well as at many local bookstores. Toolboxes are also available on the Washington Center for the Book Web site, **www.spl.lib.wa.us/wacentbook/centbook.html**.

Pearl and her colleagues have developed specific criteria for selecting the book and its author. First of all, he or she has to be a major, well-established writer who has produced a body of work. Next, the author needs to be a person who is willing to talk to readers at several different events and, in all probability, at several different levels of discussion. Finally, the book itself must be a work that provokes discussion, most likely through well-developed characters who are dealing with issues in their lives with which readers can identify.

The featured "If All of Seattle Read the Same Book" authors and books have been: 1998, "The Sweet Hereafter" by Russell Banks (HarperCollins, 1991); 1999, "A Lesson Before Dying," by Ernest Gaines (Vintage Books, 1997); 2001, "Fooling with Words," by Bill Moyers (Morrow, 1999); and 2002, "Wild Life," by Molly Gloss (Mariner Books, 2001).

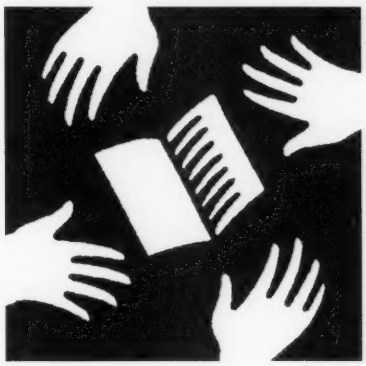
Across the nation, the most popular book for "One Book" projects is "To Kill a Mockingbird" by Harper Lee (featured thus far by ten different



District of Columbia Center for the Book

libraries or library systems), followed by Ernest Gaines' "A Lesson Before Dying."

Each library or sponsoring group develops its own criteria for selecting a book and author. Many organizations look to local authors. In 2001 the Arkansas Center for the Book, based at the Arkansas State Library, picked "To Dance With the White Dog" by Arkansas author Terry Kay. In Hawaii for the opening of the Hawaii Center for the Book this February, Center for the Book Director John Y. Cole participated in the launch of "If All Maui Read the Same Book" at the Kahului Public Library on Maui. The featured writer, Maui author Deborah Iida, gave potential readers an enticing preview of her book, "Middle Son." This year, the Georgia Center for the Book, based at DeKalb County Library, is featuring "Ecology of a Cracker Childhood" by Janise Ray, a title chosen from the center's Georgia Top 25 Reading List. North Carolinia's Asheville-Buncombe Library System is focusing on Wilma Dykeman's "The French Broad," a volume in the Rivers of America series.



Washington Center for the Book at the Seattle Public Library

The District of Columbia Library chose "Having Our Say" by Sarah and A. Elizabeth Delany for its "One Book" project for the summer of 2002. Hartford, Conn.'s "One Book for Greater Hartford" project was "Breath, Eyes, Memory," a novel by Edwidge Danticat. The Virginia Center for the Book's ambitious "All Virginia Reads" project in 2000 featured a nationally known author who was born and raised in Virginia, William Styron. His book, "Sophie's Choice," was read in book clubs and discussed in many Virginia schools and libraries throughout the year. Styron himself made several appearances, usually with his biographer, James L.W. West III. The year culminated with a black-tie event at the Virginia State Library honoring Styron and attended by celebrities such as his personal friends Peter Mattheissen and Mike Wallace and actors Kevin Kline and Meryl Streep, who starred in the 1982 movie version of the novel.

The choice of a book and author is not always easy. In many cities, it has been controversial. In New York, it didn't work at all. A committee of 15 librarians, bookstore owners and educators could not agree on a single title, finding itself deadlocked between "Native Speaker," a novel by the Korean-American writer Chang-Rae Lee, and "The Color of Water," a memoir by James McBride.

And what does Pearl think of the evolution of "One Book"? At the 2002 state center "idea exchange" meeting on May 6, she explained that her feelings were mixed. On one hand, she is pleased that the "one book idea" is popular, but she worries that its original purpose, at least as she envisioned it, is becoming obscured by public relations considerations and the occasional controversy. "This was never intended to be a civics lesson," she said. Pearl restated the project's purposes: to deepen an individual's understanding of literature by introducing people to good new books and their authors and "bringing strangers together to talk about a work of literature." ◆

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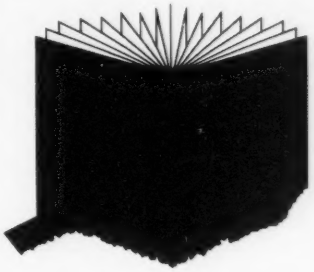
CENTER FOR THE BOOK



Mr. Cole is director of the Center for the Book in the Library of Congress.

News from the Center for the Book

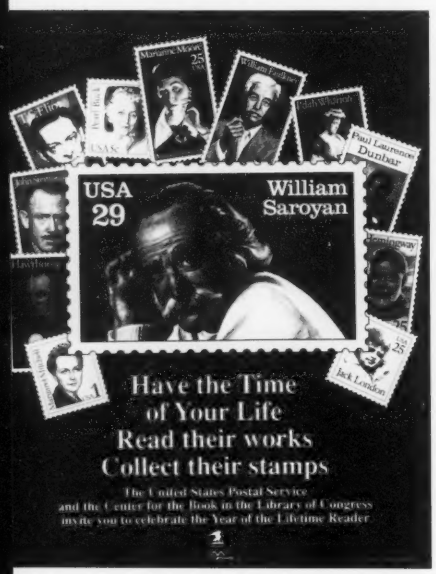
Reading Promotion Partners

The Center for the Book will be 25 years old in October 2002. This is the seventh in a series of articles that summarizes its activities during its first quarter century.

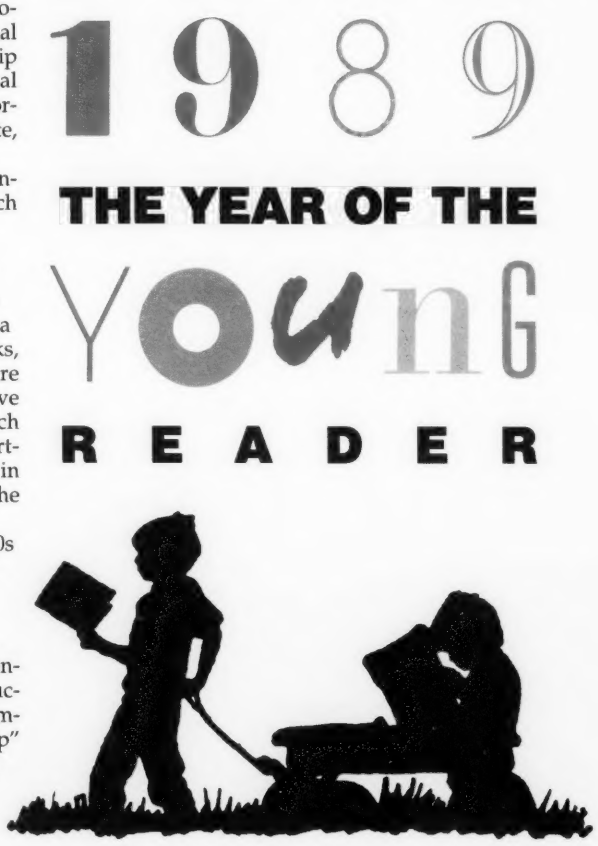
The Center for the Book promotes reading through its affiliated state center network and its reading promotion partnership program. More than 90 civic, educational and professional organizations are part of the partnership program, which includes both national and international groups. For a list of participating organizations and information about their activities, see the center's Web site, **www.loc.gov/cfbook.**

The reading and literacy promotion activities of the center's organizational partners vary in accordance with each group's overall purpose, but each has developed a cooperative relationship with the Center for the Book and its program of reading promotion themes and projects. Each partner is invited to the Library of Congress once a year for a reading promotion partners' "Idea Exchange Day," where good ideas for promoting books, reading, literacy and libraries are shared, new projects are introduced, and new partnerships are formed. Forty-five organizations participated in this year's meeting, which was held at the Library on March 18. Many of the partners also present their projects and distribute literature in the "Great Ideas for Promoting Reading" pavilion at the National Book Festival.

Three Center for the Book projects in the 1980s moved the center towards a partnership program. Each resulted in a publication: "U.S. International Book Programs 1981" (1982), which described the programs of 31 U.S. government and international agencies; "Reading and Successful Living: The Family-School Partnership" (1983), based on a 1981 symposium at the Library; and "The Community of the Book: A Directory of Selected Organizations and Programs" (1986), which outlined the programs of 89 private-sector and government organizations.

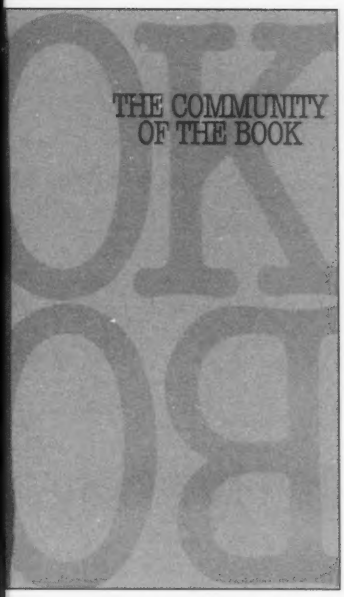

USA
29
William Saroyan
Have the Time
of Your Life
Read their works
Collect their stamps
The United States Postal Service
and the Center for the Book in the Library of Congress
invite you to celebrate the Year of the Lifetime Reader

The partnership program formally started in 1987 when the center launched "The Year of the Reader," its first national reading promotion campaign. Momentum grew through the 1989 "Year of the Young Reader" and 1991 "Year of the Lifetime Reader" campaigns; more than 80 organizations promoted the "Lifetime Reader" theme. By the end of the 1992 "Explore New Worlds—READ" campaign, more than 100 organizations had become reading promotion partners. The enthusiasm and skill of Michael Thompson, a Center for the Book consultant from 1989-1995, put the partnership program on a firm footing for the future. In the mid-1990s, many literacy organizations joined the program for the first time.



The Library of Congress

"The Year of the Young Reader" campaign in 1989 brought the Center for the Book nearly 20 new organizational partners, each interested in promoting reading and literacy for children and young adults.



Reading Promotion Partnership Highlights (1987 to date)

1987. The Center for the Book begins enlisting organizational partners to support the "Year of the Reader," its first national reading promotion campaign. The center produces "The Reader," by New York artist Will Barnet, its first reading promotion poster.

Nov. 15-16, 1989. Plans for future partnerships are formulated at the conference "Learning Opportunities for Children: Libraries and Their Partners," the final Library of Congress event of the "Year of the Young Reader" campaign. The conference, cosponsored with the Association for Library Service for Children, begins with a White House reception hosted by first lady Barbara Bush, honorary chair of the "Year of the Young Reader."

April 1, 1991. At the White House Easter Egg Roll, Center for the Book staff members pass out more than 6,000 "I'm Going to Be a Lifetime Reader" lapel stickers.

1993. The center publishes "Developing Lifetime Readers: A Report on a National Reading Promotion Campaign."

Jan. 19, 1994. The center hosts its first annual "Idea Exchange Day" for partners focusing on ideas to promote "Books Change Lives," the national reading promotion theme for 1993-1994. Center for the Book Director John Y. Cole announces that the number of partners has increased to 128, an all-time high.

Tara Holland, Miss America 1997, was the official campaign spokesperson for "Building a Nation of Readers," the Center for the Book's sixth national reading promotion campaign.

Jim Higgins

The Center for the Book staff distributed "I'm Going to be a Lifetime Reader" lapel stickers on April 1, 1991, at the White House Easter Egg Roll. Pictured from left to right are: Michael Thompson, John Cole, Anne Boni, Maurvene Williams and Pat White.

1996. The center publishes "Books Change Lives: A Report on a National Reading Promotion Campaign."

March 20-21, 1997. Tara Holland, Miss America 1997, launches the center's "Building A Nation of Readers" national reading promotion campaign.

Sept. 8, 2000. With support from organizational partners interested in promoting literacy and reading internationally, the Center for the Book hosts the U.S. commemoration of International Literacy Day. This successful cooperative effort leads to the creation of the International Literacy Network; the center is a founding partner.

Sept. 8, 2001. Sixty of the Center for the Book's organizational partners promote their projects in the "Great Ideas for Promoting Reading" pavilion at the first National Book Festival, hosted by first lady Laura Bush and sponsored by the Library of Congress. ◆

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